

2501046574

From: RMARTIN --VCH0021A
To: VPEROTTI--VCH0021A Viona Perotti

Date and time 03/19/91 08:45:

From: Roanne Martin
To :
Subject: Cote d'Ivoire - Sponsoring of radio program

please file

*** Forwarding note from ICEMAAB1--VCH0021A 03/18/91 16:55 ***
To: GPANTOS --VCH0021A Georges Pantos

From: Abidjan Office
To : G. Pantos
Subject: Cote d'Ivoire - Sponsoring of radio program
To : G. Pantos Date : March 18, 1991
From : F. Duarte c.c. : R. Martin/R. Sherif
Subject : Cote d'Ivoire - Sponsoring of radio program

Re your profs dated March 14 I would like to make the following comments :

- 1- Art. 4 of code of conduct does not ban radio sponsoring
- 2- The program to sponsor is the Sunday afternoon sports program which is not all oriented to teenagers. We have already our normal radio spots at the beginning and at the end of the program.
- We are sponsoring the same program on Africa N.1 (30 mio listeners all over Africa) under the supervision of the marketing department.

Would you be kind enough to let me know your comments if they are now different to the previous ones.

Kind regards,
F. Duarte

cc: RSHERIF --VCH0021A Rand Sherif

RMARTIN --VCH0021A Roanne Martin

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